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AUTHOR De Mott, John
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ABSTRACT

For many years, a considerable number of the more progressive colleges and universities in the United States have been involved in conducting inservice training institutes or similar programs for working journalists. One of the pioneers in professional development for newspeople is the American Press Institute, which conducts an annual series of journalism seminars and workshops. The American Newspaper Publishers Association, the National Newspaper Association, and the Washington Journalism Center, among others, also offer similar programs on topics of national interest for news reporters and editorial writers. The Investigative Reporters and Editors Association is another national organization that has entered the inservice field recently, conducting seminars on investigative journalism. Newspaper associations also have established press institutes in cooperation with schools of journalism in several states. In addition to these programs, numerous special programs of individualized study and research are available to journalists, some offering financial assistance, or an opportunity to pursue a special interest. The Neiman Fellowships program is one such program. Other opportunities for continuing journalism education include "one-shot" seminars and workshops held around the country. Inservice programs will likely increase, as more and more schools of journalism, professional associations, news media organizations, and broadcasting companies become increasingly involved with such activities. (HTH)

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A JOURNALIST'S EDUCATION NEVER ENDS

Opportunities for continuation of the learning process

Through mid-career.

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John De Mott

By John De Mott, PhD

Professor of Journalism

Memphis State University

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Joining journalistic counterparts in the United States, editors of the newsletter of the Canadian Daily Newspaper Publishers association and Canadian Managing Editors Conference recently observed that "a journalist's education never ends."

Forget the adage, "you can't teach an old dog new tricks," they advised. "With imagination and commitment, you can teach new tricks.

"And not only can," says London Free Press Managing Editor Jack Briglia, "you must."

Quoting Briglia further, the newsletter reported that "there is more to journalism education than journalism school. A journalism school is not a finishing school by any stretch of the imagination; it's preparation."

For many years, journalists and journalism educators on both sides of meeting places like Niagara Falls and Lake Louise have been aware of the peculiar need of journalists for continuing education.

Educated originally as "generalists"--the elite among that endangered species, as our professional conceit tempts us to conclude, upon occasion--journalists find themselves in need, as they move along in mid-career, of specialized education or in-depth knowledge of some particular field.

In comments reported last summer, Allen A. Neuharth of the Gannett newspapers explained the situation especially well.

"We cannot have a newsperson with blinders on," Neuharth observed, "but must have people who are curious as hell about everything and interested in everyday things that are going on."

"If we develop journalists who are well-trained generalists," Neuharth said, "they can retrain and specialize in something at mid-career."

The need for such mid-career education and ways by which such education can be reached have been of increasing concern for many years to professional associations including our Society of Professional Journalists.

In 1963, for example, Virginia members of the Society arranged a seminar on business news described as "continuing education for the career journalist."

In 1968, Herbert Brucker, a former president of the American Society of Newspaper Editors, wrote for that society's Bulletin an article on "Mid-Career, Re-Education Programs" advocating more support for programs underway already at the American Press Institute, Harvard University's Nieman Fellowship Center, and other centers including Stanford University, where Brucker himself had assisted in establishing a professional journalism fellowship program.

In 1969, Louis Villano advocated, in The Quill, that news organizations pay expenses for "back to school" activities of journalists.

In 1974, Casper Weinberger, then U.S. Secretary of Health, Education and Welfare and today Secretary of Defense, startled many newspaper publishers attending a California state association convention by advocating federal government fund grants to working newsmen so they could go back to college and learn more about the issues they have to report.

In 1979, a Presstime magazine article speculating on the future of journalism education pointed out a trend toward the return to the classroom of professionals "who have reached a plateau in newspaper work and who are looking for some kind of recharging, retooling, to recycle themselves so they can re-enter the job market at a higher level."

Although a suggestion that management support for continuing education be made a part of the code of ethics of one professional association's code of ethics had been rejected, only a few years ago, delegates attending the 1980 First Amendment Congress at Williamsburg, Virginia, approved a resolution stating that "Publishers and station managers should support continuing education for staff, financially and as a matter of policy."

With the need for continuing education in journalism being pointed out by persons representing the general public as well as news media critics and journalists themselves, an inventory of existing programs appears most appropriate.

Those programs involve professional associations on the national, regional, state, area and even local level, and numerous colleges and universities--schools of journalism most often, of course, but others, also.

For many years now, a considerable number of the nation's more progressive schools have been involved in conducting in-service training institutes or similar programs for journalists. In a 1967 inventory, for example, a committee of the Associated Press Managing Editors association identified the following: University of Alabama, University of Colorado, Colorado State University, Columbia University, DePaul University, Emory University, Fordham University, Georgetown University, Harvard University, University of Illinois, University of Iowa, Iowa State University, University of Kansas, Kent State University, University of Kentucky, University of Maine, Memphis State University, University of Miami, University of Missouri, New York University, Northwestern University, Ohio State University, University of Omaha, Oregon State University, Rochester Institute of Technology, Rutgers University, South Dakota State University, Southern Illinois University, Syracuse University, University of Tampa, Utah State University, Tulane University, Virginia Polytechnic Institute, Washington State University, Wheaton College, and University of Wisconsin.

During the intervening years, many additional universities have become involved in such activity. Among them are Carnegie-Mellon, Georgia; Hawaii; Howard; Michigan; Nebraska; North Carolina; Northern Illinois; Pennsylvania; Pennsylvania State; Princeton; Stanford and Yale.

Off-campus, but often in cooperation with universities or colleges, extensive professional development programs are conducted by state organizations like the Pennsylvania Press Institute, multi-state organizations like the Mid-America Press Institute, regional organizations like the Inland Daily Press Association and Southern Newspaper Publishers Associations; national organizations like the American Newspaper Publishers Association, National Newspaper Association, and Suburban Newspaper Association; and special organizations like the American Press Institute, Washington Journalism Center, and Frank Gannett Urban Journalism Center at Northwestern University's Medill school of journalism.

One of the pioneers in professional development for newspeople, and an enduring leader in that field, is the American Press Institute. In its 34th year now, API is a non-profit institution dedicated to continuing education for newspaper men and women throughout the United States and in Canada.

Each year the institute conducts a series of seminars, generally two weeks in duration each, which are attended by experienced newspaper personnel.

More than 12,000 journalists are counted, now, among the institute's "alumni," and the institute has conducted almost 450 seminars on diverse subjects of special relevance to its clientele news organizations.

The 1981-82 schedule included seminars for newspaper picture editors and chief photographers, journalism educators, newspaper "lifestyle section" editors, managing editors and news editors, city editors, newspaper publishers, editorial page editors and writers, executive editors and managing editors, sports editors, copy desks, chiefs and wire editors.

In addition, the institute scheduled seminars on these subjects: Newspapers and telecommunications, "Reporting the Developing Nations," effective writing and editing, "Developing Management Skills," the Sunday and weekend newspaper, editing the weekly newspaper, business and economic news coverage, promoting the daily newspaper, management and costs, coverage of entertainment and the arts, suburban and "zoned" news coverage, newspaper design, and marketing of the daily newspaper.

Working closely with the American Press Institute, the American Newspaper Publishers Association supplements API seminars with institutes, workshops, and other special programs designed to provide management development and related benefits. In cooperation with the Newspaper Personnel Relations Association, it sponsors programs on personnel practices, procedures and policies. Such programs frequently have involved educational institutions like the Human Resources Center at the University of Chicago, and are held at locations distributed throughout the country. At its own research institute in Easton, Pennsylvania, ANPA conducts "Hands-on" training in camera techniques, electronic editing, "Direct Screen Color Separation," basic offset press and plate techniques, production quality control, "Management Introduction to New Technology, and production systems planning.

Another national organization that has been conducting seminars and other continuing education projects for journalists is the National Newspaper Association, for which newspaper design "guru" Edmund Arnold has conducted several workshops on graphics around the country.

Established in the nation's capital to tap unique sources of information there, the Washington Journalism Center conducts seminars on topics of national interest for news reporters and editorial writers from around the country. (Contact Julius Duscha, director, at 2401 Virginia Ave., NW, Washington, DC 20037. Telephone 202-331-7977.)

Another national association that has entered the field recently, the Investigative Reporters & Editors, conducts investigative journalism seminars at schools of journalism and other locations around the country. For example, a seminar on "Investigative Reporting in Agriculture" was conducted last summer. (Contact John Ullmann, executive director, of IRE, School of Journalism, University of Missouri, Columbia, MO 65211. Telephone 314-882-2042.)

A relative newcomer to the field of journalism education, the Modern Media Institute in Florida has rapidly achieved nationwide recognition through a series of newspaper writing workshops for professionals. (Contact Donald K. Baldwin, director, at 556 Central Ave., St. Petersburg, FL 33701. Telephone 813-821-9494.)

Other national associations conducting seminars or other projects of continuing education for journalists, from time to time, include the American Society of Newspaper Editors, Radio/Television News Directors association, Women in Communication, National Conference of Editorial Writers, National Federation of Press Women and the National Association of Black Journalists. On the regional level, the Inland Daily Press Association has been involved upon occasion.

Largest of the regional organizations devoted to continuing education of journalists, the Southern Newspaper Publishers Association Foundation has been conducting seminars, throughout SNPA's 12-state region, in cooperation with about 30 universities, for more than 10 years.

The Foundation's 1982 schedule includes seminars on four public issues (Changing values in American life, the future of nuclear energy, modernizing state legislatures, and Southern culture) and newspaper operations seminars on the following topics: newspaper layout and design, the editorial page, the copy desk, improving newspaper writing, editing the smaller newspaper,

newspaper/cable TV cooperation, reporting business news, and newsroom management. (Contact Reed Sarratt, executive director, P.O. Box 28875, Atlanta, GA 30328. Telephone 404-256-0444.)

Serving journalists in several Midwestern states, the Mid-America Press Institute offers several seminars annually. The 1981-82 schedule, for example, included seminars on the following topics: newspaper page makeup, writing and editing the sports page, "Today's Living, Today's Dollar," copy editing and "The Desks--City, Regional, State." (Contact W. Manion Rice, School of Journalism, Southern Illinois University, Carbondale, IL 62901. Telephone 618-536-3361.)

Reflecting the increasing interest of schools of journalism in meeting the need for continuing education are enterprises like the Journalism Resources Institute at Rutgers University, which has conducted several seminars, workshops and similar projects for journalists in the Northeast. (Contact Professor Jerome Aumente, director. Address of Rutgers, New Brunswick, NJ 08903. Telephone 201-932-4107.)

In numerous states, newspaper associations have established press institutes in cooperation with schools of journalism. Typical of those is the Pennsylvania Press Institute, a cooperative enterprise of the Pennsylvania Newspaper Publishers association and Pennsylvania State University's school of journalism.

In addition to structured seminars, workshops, institutes, and other scheduled events that provide opportunities for continuing education, U.S. journalists have available to them numerous special programs of individualized study and research.

Some of those programs provide financial assistance--grants, scholarships, or fellowships--making possible up to a year of uninterrupted study. And, also, some of the better programs allow a journalist to pursue his or her special interests, on a non-restrictive basis.

Best known, and the "grand-daddy" of continuing education programs for journalists, is the Nieman Fellowships program, under which more than a dozen journalists are able to study every year at Harvard University. While at Harvard that year, each journalist pursues his or her particular program of research and study, with all the resources of that university at his or her command.

Similar to the Nieman fellowships program are two newer programs, both financed by the National Endowment for the Humanities, under which a dozen or so professional journalists study whatever they like every year at Michigan or Stanford University.

Another program of continuing education that allows journalists to pursue his or her particular interests is the Alicia F. Patterson Foundation fellowship program. That program, in which the fellows publish some of the results of their research in a magazine-format publication, APF Reporter, provides financial support for study and travel by several journalists every year.

Restricted to daily newspaper editorial writers, but allowing the recipient to pursue his or her special interests, is the Eugene C. Pulliam Fellowship program of SPJ's Sigma Delta Chi Foundation. The fellowship provides \$10,000 every year to some editorial writer for study and research of his or her choice and design.

Offering opportunities for special study and research in field of specialization are numerous programs of continuing education financed by various organizations. The established programs of national scope include the following, listed according to field of specialization:

Public Affairs and/or Government

American Political Science association fellowships program, providing six months to a year of advanced study at universities of the journalists' choice.

Congressional Fellowships program, offers study and temporary employment as fulltime aide to some member of Congress or on the staff of a Congressional committee.

White House Fellowships program, involving study and work with top-level officials of the Federal government, in Washington.

Kiplinger fellowships program at Ohio State University, providing financial assistance for advanced study and research in public affairs.

Foreign Affairs

Fulbright program awards in journalism and mass communications, which pay expenses of journalists to lecture and study at universities in other countries. Sponsored by the Council for the International Exchange of Scholars.

Gannett Fellowships in Asian Studies, providing financial support for a full year of study at University of Hawaii.

Inter-American Press Association Scholarship Fund, which provides financial assistance for six to nine months of study and research in Central or South America.

Jefferson Fellowships program, providing financial grants for 4-month period of study and research at the East-West Center's Communication Institute in Honolulu.

Journalists in Europe program, providing fellowships financing study and travel in Europe.

Edward R. Murrow Fellowship program, providing a foreign correspondent representing the United States nine months of uninterrupted study at the Council for Foreign Relations and a university of his or her choice in the New York area.

Hughes Fellowships program, providing financial assistance to attend 2-week short courses at Stonier Graduate School of Banking, Rutgers University. Sponsored by American Bankers Association.

Alfred P. Sloan Fellowships program, providing financial assistance for nine-months study of economic issues and thought at Woodrow Wilson School of Public and International Affairs, Princeton.

Wharton Seminar for Business Writers, a 3-day workshop conducted twice every year at the University of Pennsylvania's school of business for members of the Society of Economic and Business Writers, the National Conference of Editorial Writers, and other selected journalists.

Science

Nate Haseltine Fellowships program, providing financial assistance to journalists interested in preparing themselves for careers in science writing. Sponsored by the Council for the Advancement of Science Writing.

Scripps-Howard Foundation fellowships program, providing financial assistance to journalists hoping to prepare themselves for careers in science reporting through study on the job.

Rotary International Scholarship, providing assistance to young professionals for travel and study abroad.

Economics and Business

Walter Bagehot Fellowships program, providing financial assistance for nine months of study, aimed at improving the quality of business news reporting, at Columbia University.

Carnegie-Mellon Fellowships program, providing financial assistance for 10-week course of study at that university's Graduate School of Industrial Administration.

Herbert J. Davenport Economics Reporting program at the University of Missouri, which provides fellowships financing month of study at that university's school of journalism.

Energy Affairs Fellowships program, providing financial assistance for five-month study at Stanford University. Sponsored by the American Petroleum Institute.

Foundation for American Communications program of conferences and seminars on economics and energy-related subjects. With financial assistance from Gannett Company and Capital Cities Broadcasting. FAC conducts programs in cooperations with professional associations.

Law

Yale Law School Fellowships for journalists program, offering journalists an opportunity to participate in the first year of regular law school study at Yale. (Financed through assistance from Ford Foundation.

Religion

Fellowship Program in Religious Studies for Journalists, at the University of North Carolina. Established in 1981, with a grant from the Rockefeller Foundation, the program offers professional journalists a semester of fulltime study.

Many additional opportunities for continuing education exists, of course, in "one-shot" seminars, workshops, institutes and programs being conducted by various professional associations and universities throughout the country.

And they are going to continue proliferating, it appears, as more and more schools of journalism and professional associations like SPJ/SDX become more involved in planning and promoting such activity.

For example, Harvard University's John F. Kennedy School of Government recently announced the creation of a "Center for Press, Politics and Public Policy" that plans to conduct continuing education projects for newspeople, as part of its program.

In addition, many news media organizations--newspaper groups and broadcasting companies, alike--are stepping up their in-service training activities.